

NATIONAL GALLERY OF ART

NEWS RELEASE

SIXTH STREET AT CONSTITUTION AVENUE NW WASHINGTON DC 20565 • 737-4215 extension 224

TELEVISION ADVISORY for crews filming at the press preview of the Exhibition of Archaeological Finds of the People's Republic of China at the National Gallery of Art, December 10, 1974, 10 a.m. to 3 p.m.

The Gallery is equipped to supply 20 amps from one socket in any particular area (two 1000 watt lights or four 650 watt lights). Cables throughout the exhibition will be the sources of power. Because of the size of the exhibition (approximately 17,000 square feet) and location of the cables, each station should bring extension cords. Stations can also bring own power.

Due to the fragility of the objects on view (humidity and temperature strictly controlled in the plexiglass cases) all lights which give off heat should be equipped with heat filters. No light can be placed closer than 12 feet from any case when aimed at that case for illumination. Because light as well as heat is damaging to art, any lights on objects at one time should be kept as short as possible, preferably no longer than 10 minutes.

The range of lighting on the objects in the exhibition is from 10- to 50-foot candles. Ambient lighting is about 5-foot candles.

Camera dollies are not permitted because of possible damage to carpeting which is throughout the exhibition.

For further information contact the Gallery's Information Office, area code 202, 737-4215, ext. 224.

15-20 Days

NATIONAL GALLERY OF ART

NEWS RELEASE

SIXTH STREET AT CONSTITUTION AVENUE NW WASHINGTON DC 20565 • 737-4215 extension 224
FOR IMMEDIATE RELEASE

The following was announced by the Department of State today:

Archeological Finds from the People's Republic of China

Washington, D.C. October 29, 1974. The exhibition of Chinese art and archeological artifacts from the People's Republic of China, seen in Europe and Canada during the past 18 months, will come to the United States and be on view at the National Gallery of Art, Washington, D.C. from December 13, 1974 through March 30, 1975.

The exhibition also will be seen from April 20 through June 8, 1975 at the Nelson Gallery-Atkins Museum in Kansas City, Missouri. The objects will then be returned to Peking.

The some 380 ancient treasures include the now-famous flying horse of Kansu (first century A.D.) and the jade and gold shroud of Princess Tou Wan (late second century B.C.).

The travelling assemblage was selected from among the thousands of objects excavated in the People's Republic of China from 1949 to 1972. Included are bronzes, pottery, porcelains and textiles ranging from prehistory to the Yuan Dynasty ending in the late fourteenth century A.D.

The exhibition will be one of the largest international art loans to come to the United States. Packed in specially constructed cases fitted with shock-absorbing materials, the exhibition weighs 13 tons and will be brought to Washington from Canada. Curators

(more)

from the People's Republic of China will accompany the exhibition during its stay in the United States.

Arrangements with the People's Republic of China have been made in Peking by the United States Liaison Office in China. In the United States, preparations for the exhibition are being handled by the staffs of the National Gallery of Art and the Nelson Gallery-Atkins Museum with support from the staff of the Freer Gallery of Art and in coordination with the Liaison Office of the People's Republic of China in the United States and the Department of State's Bureau of Educational and Cultural Affairs.

The visit of the exhibition to the U. S. is a further development of the cultural exchanges envisaged by the Shanghai Communiqué of February 1972. Preliminary agreement was worked out during Secretary Kissinger's Fall 1973 visit to the People's Republic of China.

A grant toward the expenses of the exhibition has been provided the National Gallery of Art by the International Business Machines Corporation. The Nelson Gallery-Atkins Museum has been given a grant by the National Endowment for the Humanities.

END

PRESS DEPARTMENT OF STATE

October 29, 1974

No. 447



ARCHEOLOGICAL FINDS FROM THE PEOPLE'S REPUBLIC OF CHINA

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Arrangements with the People's Republic of China have been made in Peking by the United States Liaison Office in China. In the United States, preparations for the Exhibition are being handled by the staffs of the National Gallery of Art and the Nelson Gallery-Atkins Museum with support from the staff of the Freer Gallery of Art and in coordination with the Liaison Office of the People's Republic of China in the United States and the Department of State's Bureau of Educational and Cultural Affairs.

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A grant toward the expenses of the Exhibition has been provided the National Gallery of Art by the International Business Machines Corporation. The National Endowment for the Humanities has provided a grant to the Nelson Gallery-Atkins Museum.

* * * * *

George W. Porter
CU/IR - Telephone No. (202) 632-2480

For further information contact:

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

FAMED CHINESE ART COLLECTION

TO VISIT KC'S NELSON GALLERY

KANSAS CITY, Mo. -- One of the largest international art collections ever to visit the United States will open here at the Nelson Gallery-Atkins Museum on April 20 after a 3½ month stay in Washington, D.C.

"The Exhibition of Archaeological Finds of the People's Republic of China" -- seen in Europe, Canada, and this nation's capital city during the past two years -- will be on public view at the Nelson Gallery through June 8.

The ancient treasures, numbering some 385 individual pieces, include the famous Flying Horse of Kansu (1st century A.D.) and the jade-and-gold burial shroud of Princess Tou Wan (late 2nd century B.C.).

The traveling exhibit was selected from thousands of cultural objects excavated in the People's Republic of China from 1949 to 1972. Included are bronzes, pottery, porcelains and textiles ranging from pre-historic times to the Yuan Dynasty which ended in the late 14th century A.D.

Packed in specially-constructed cases fitted with shock-absorbing material, the exhibition weighs approximately 13 tons. It will be airlifted from Washington, D.C. to Kansas City after the exhibition at the National Gallery of Art closes on March 30.

Curators from the People's Republic of China will accompany the exhibition.

Contact: Rob Martin

-more-

The Nelson Gallery-Atkins Museum, Telephone 816-561-4000
4525 Oak Street Kansas City, Missouri 64111

CHINESE ART/ Page 2

Arrangements for the U.S. showings were made in Peking by the United States Liaison Office there. In the United States, preparations have been handled by the staffs of the National Gallery of Art and the Nelson Gallery-Atkins Museum, with support from the staff of the Freer Gallery of Art in Washington. Coordination has been provided by the Liaison Office of the People's Republic of China in Washington and by the Department of State's Bureau of Educational and Cultural Affairs.

The National Endowment for the Humanities has provided a grant to the Nelson Gallery-Atkins Museum for mounting the exhibit in Kansas City.

According to State Department officials, the visit of the exhibition to the United States is a further development of the cultural exchanges envisioned by the Shanghai Communique of February, 1972. Preliminary arrangements were worked out during the visit of Secretary of State Henry Kissinger to the People's Republic of China in the fall, 1973.

Principal contacts at the Nelson Gallery-Atkins Museum are Laurence Sickman, director of the gallery, and Marc F. Wilson, curator of oriental art.

Commenting on the pending visit, Sickman observed that "the exhibition is of monumental importance to the cultural understanding of the Chinese, and we are anticipating its arrival with tremendous enthusiasm and genuine humility.

"This is literally a once-in-a-lifetime opportunity for ourselves and for all Americans who wish to see this collection. For its own people and for visitors to this capital of heartland America, Kansas City can be justifiably proud to have been chosen for this showing of what is a fascinating collection of artifacts representing 500,000 years of Chinese History."

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ARCHAEOLOGICAL FINDS FROM THE PEOPLE'S REPUBLIC OF CHINA

The Trustees and Director of the Nelson Gallery-Atkins Museum, Kansas City, Missouri, take pleasure in announcing the receipt of a grant-in-aid of \$197,401 from the National Endowment for the Humanities.

The grant has been made primarily for the educational utilization of the world celebrated exhibition of ancient Chinese treasures, "Archaeological Finds from the People's Republic of China," which will be shown at the Nelson Gallery-Atkins Museum next spring after the initial opening of the exhibition in Washington at the National Gallery in mid-December. The grant funds will be channeled into many different programs, all having the common purpose of facilitating an awareness and deeper understanding of the material culture of ancient China. The exhibition begins with objects from the prehistoric, paleolithic periods (ca. 600,000 - 7,000 B.C.) and concludes with works from the Yüan Dynasty (1271-1368).

The decision to bring the exhibition "Archaeological Finds from the People's Republic of China" to Kansas City was made known to museum officials of Kansas City's Nelson Gallery-Atkins Museum by the Department of State. It represents a choice made after careful deliberation by the Department of State in consultation with numerous concerned governmental agencies and bureaus and with the White House. The decision thus reflects a careful weighing of many factors.

Factors influential in the decision include the geographical location of Kansas City, which, being in the heartland of the nation, and having a full range of transportation facilities, makes it accessible to that vast part of the country not dependent upon the densely populated eastern seaboard. The decision undoubtedly also recognizes the need to spread major cultural and educational activity more equitably across the nation, taking

into account ratios of utility, productivity and population.

The facilities of the Nelson Gallery-Atkins Museum and the existence of pertinent expertise and resources, represented by the international acclaim of its Chinese collections and reputation of its staff, were undoubtedly contributing factors.

The greater regional area serviced by Kansas City shares with the Chinese people a close connection with agriculture and related industries, which enhances the selection of Kansas City as the site of the second United States showing of the exhibition. The exhibition returns to Peking following its showing in Kansas City.

WILLIAM ROCKHILL NELSON GALLERY OF ART
The William Rockhill Nelson Trust
ATKINS MUSEUM OF FINE ARTS
4525 OAK STREET
KANSAS CITY, MISSOURI 64111
(816) 561-4000

NEWS RELEASE

EXHIBITION

ARCHAEOLOGICAL FINDS OF THE PEOPLE'S REPUBLIC OF CHINA

ARCHAEOLOGICAL FINDS OF THE PEOPLE'S REPUBLIC OF CHINA

The Exhibition of Chinese art and archaeological artifacts from the People's Republic of China, seen in Europe and Canada during the past eighteen months, will come to the United States and be on view December 13th, 1974, to March 30th, 1975, at the National Gallery of Art, Washington, D.C.

The Exhibition also will be seen April 20th to June 8th, 1975, at the Nelson Gallery - Atkins Museum in Kansas City, Missouri. The objects will then be returned to Peking.

The some 380 ancient treasures include the now-famous Flying Horse of Kansu (1st century A.D.) and the jade and gold shroud of Princess Tou Wan (late 2nd century B.C.).

The traveling assemblage was selected from among the thousands of objects excavated in the People's Republic of China from 1949 to 1972. Included are bronzes, pottery, porcelains and textiles ranging from pre-history to the Yüan Dynasty ending in the late 14th century A.D.

The Exhibition will be one of the largest international art loans to come to the United States. Packed in specially constructed cases fitted with shock-absorbing material, the Exhibition weighs thirteen tons and will be brought to Washington from Canada. Curators from the People's Republic of China will accompany the Exhibition during its stay in the United States.

Arrangements with the People's Republic of China have been made in Peking by the United States Liaison Office in China. In the United States, preparations for the Exhibition are being handled by the staffs of the National Gallery of Art, and the Nelson Gallery - Atkins Museum with support from the staff of the Freer Gallery of Art and coordination with the Liaison Office of the People's Republic of China in the United States and the Department of State's Bureau of Educational and Cultural Affairs.

The visit of the Exhibition to the United States is a further development of the cultural exchanges envisaged by the Shanghai Communique of February, 1972. Preliminary agreement was worked out during Secretary Kissinger's fall 1973 visit to the People's Republic of China.

A grant toward the expenses of the Exhibition has been provided the National Gallery of Art by the International Business Machine Corporation. The National Endowment for the Humanities has provided a grant to the Nelson Gallery - Atkins Museum.

Statement from Laurence Siekman, Director of the Nelson Gallery:

"We are very grateful to the People's Republic of China for the opportunity to show this remarkable exhibition of a wide spectrum of Chinese culture, dating from ca. 600,000 B.C. to the 14th century A.D.

We realize the responsibility in serving such a wide area of the United States, and we hope that we can mount the exhibition adequately and to the best possible advantage to the viewers, thereby facilitating an awareness and deeper understanding of the material culture of ancient China."

THE EXHIBITION OF ARCHAEOLOGICAL FINDS

OF THE PEOPLE'S REPUBLIC OF CHINA

Since the establishment of the People's Republic of China on October 1, 1949, reports of archaeological finds published in Chinese periodicals have added immeasurably to scholarly understanding of China's long history. Now 385 choice objects, only a fraction of the material excavated during the past twenty-five years, have been sent abroad by the Chinese government. For the first time, Westerners are able to view some of the most extraordinary cultural objects ever seen outside China. They include ceramics, bronzes, calligraphy, sculpture, gold and silver utensils, jade and wood carvings, and textiles. Dramatizing China's unbroken history, the objects in the exhibition span an awesomely long period -- from paleolithic times (c. 600,000 B.C.) to the Yuan dynasty (A.D. 1271-1368).

Ceramics dating from the late neolithic period (c. 4,000 B.C.) to the Yuan dynasty provide a thread of continuity throughout the exhibition and further enhance our understanding of the achievements of Chinese potters through the centuries. Viewers will understandably be impressed by the enigmatic designs on the late neolithic pottery from Panpo and by the proto-porcelain glazed urn dating from the Shang dynasty (c. 16th-11th century B.C.). Equally unusual is the Sui dynasty (A.D. 581-618) pilgrim flask decorated with musicians and dancing figures. The white wares and celadons, those porcelains decorated with underglaze blue, to mention but a few, provide a tantalizing glimpse of a ceramic tradition that has no equal in the entire world.

Among the most exciting pieces in the exhibition are the bronze ritual vessels (16th-11th century B.C.) found at the site of an ancient Shang city in modern Chengchow, Honan province. Those bronzes are representative of the earliest types that have thus far been unearthed in China. Their simple

shapes and unassertive decoration belie their importance, for the Chengchow bronzes were the precursors of the impressive, architectonically conceived vessels from Anyang, the site of a later Shang capital.

Excavations in the People's Republic of China have also brought to light bronze vessels from widely dispersed geographic locations. One noteworthy aspect of the exhibition is that visitors have a unique opportunity to compare archaeologically attested bronzes produced in a number of local foundries situated outside the Shang and Chou capitals and representative of many different regional styles.

The jade funerary suit from the tomb of Tou Wan, consort of Liu Sheng, Prince Ching, reveals the sumptuousness of burial customs of the feudal lords of the Western Han dynasty. Although descriptions of such elaborate funerary customs do appear in Chinese literature, the discovery of the tombs of both Liu Sheng and Tou Wan at Mancheng in 1968 provided the first complete jade suits. In addition to Tou Wan's shroud, a number of Western Han bronze vessels with gold inlay designs from the Mancheng tombs clearly demonstrate the technical perfection attained by contemporary metal artisans.

Other important Han pieces, the elegant and graceful bronze horses from an Eastern Han dynasty tomb at Wuwei, Kansu province, are masterpieces of controlled realism. The single charger that gallops forward with one hoof touching a flying swallow epitomizes the energy of Han dynasty art.

Tang dynasty artifacts in the exhibition include a number of gold and silver objects selected from the 1,023 pieces found in 1970 buried in two large earthen jars in the outskirts of modern Sian. The rich, foliate designs worked into the metal surfaces reveal the technical and artistic achievements of Tang craftsmen. Many of the smaller silver containers originally held minerals used for medicines.

Also from the environs of Sian are a group of items from the tomb of Princess Yungtai (A.D. 685-701). The small glazed and painted horse figurines are among the finest ever produced. Since examples of Tang paintings are extraordinarily rare, the copies of some sections of murals on the walls of Yungtai's imperial tomb, as well as the fine line drawing shown in rubbings of figures that decorate her stone sarcophagus, are of special importance.

Thomas Lawton
Assistant Director
Freer Gallery of Art

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

OVERVIEW OF EXHIBITION

"The Exhibition of Archaeological Finds of the People's Republic of China," now on its epoch-making world - tour, is unique in several respects. The exhibition spans 600,000 years of man's continual activity in China. All the 385 objects come from systematically excavated sites and have been documented. They come to the viewer directly from the place where they have been found so that he may enjoy a clear view, not only of local manufacture of certain works, but also gain further insight into the great commercial and cultural traffic of ancient China.

The exhibition is grouped into thirty-four site-oriented displays. Selected objects from a given tomb will be shown together. Thus, the viewer will be able to see as much as possible what the Chinese archaeologists saw during excavations.

The objects range in type from skull-remains of paleolithic man and his stone tools, to pottery, bronzes, porcelains, murals, jade ornaments, brocades and sculpture; indeed a cross section of the artifacts of man in China up to the 14th century A.D.

Some of the works are of incredible beauty and expressiveness, made with a command of skills long since forgotten. But not a single object is by a "signed artist." In this respect, the exhibition, on an artist level, represents a panoramic view of the visual consciousness, not of individuals, but of a whole people and has lead one scholar to call it "The Genius of China."

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-Joan Stanley-Baker-

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

The Nelson Gallery of Art-Atkins Museum of Fine Arts in Kansas City, Mo. announces educational services in conjunction with "The Exhibition of Archaeological Finds of the People's Republic of China," which opens April 20.

- (1) To those groups which have begun their own educational programs relating to the Chinese Exhibition, art history, or history of material culture, the Nelson-Atkins staff can provide advice and materials. Printed and audio-visual materials are now being produced.
- (2) For interested groups which do not have their own programs, the Nelson Gallery-Atkins Museum is offering the services of Staff lecturers. Using slides and other visual materials, these speakers are prepared to address large groups in many areas of the Midwest. Costs are \$75.00 plus expenses.
- (3) For groups planning to be in Kansas City to see the Chinese Exhibition, the gallery can provide speakers at the groups' hotels for an overview of the collection and of Chinese art history in general.

If any of these services fit the planned requirements of your organization, please write or phone the Chinese Exhibition Office at the Nelson Gallery-Atkins Museum.

Yours sincerely,



Joan Stanley-Baker
Director, Educational Services

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

GENERAL BACKGROUND

Since the People's Republic of China was established in 1949, Western scholars have been following with great interest Chinese publications describing remarkable archaeological discoveries. These included objects of great beauty as well as artifacts of significant historical importance.

In late 1971 and early 1972, many of the finds, made during the Cultural Revolution that began in 1966, were seen in Peking for the first time by Westerners. News of the finds caused a sensation.

The treasures included burial suits of jade which had clothed the bodies of a prince and a princess of the Han Dynasty, a remarkable bronze representation of a flying horse and exquisite miniatures of leopards inlaid with silver and gems. There were artifacts spanning centuries of China's past -- from 600,000 B.C. to 14th century A.D.

(more)

Contact: Rob Martin 753-3911

GENERAL BACKGROUND/ Page 2

In the spring, 1973, a collection of 385 artifacts arrived in Paris from Peking for the world premiere of "The Exhibition of Archaeological Finds of the People's Republic of China." The exhibition opened at the Petit Palais on May 8, 1973. The objects selected for the exhibition represented a comprehensive selection from thousands excavated in China between 1949 and 1972.

In the fall of '73, the collection was moved to the British Museum in London. Visits to Vienna and Stockholm followed.

In August of '74, the exhibition opened at Royal Ontario Museum in Toronto and continued there until November when it was moved to the National Gallery of Art in Washington, D.C. It opened at the National Gallery on December 13, 1974 and continued there through March 30, 1975.

There is no doubt that this is one of the most unusual exhibitions ever to visit North America. While it is, in a sense, meaningless to attempt to place a monetary value on national treasures, the indemnification figure of about \$50 million does give some idea of the exhibition's importance.

(more)

In London and Paris the collection drew huge crowds and more than three quarters of a million people passed through Toronto's Royal Academy during the exhibition's stay. In Washington, D.C., daily attendance ranged upwards to 6,500 persons. Total attendance at the National Gallery was approximately 700,000 persons.

One critic writing in the Sunday Times of London said: "The treasures of China have arrived. As they emerged from grey packing cases the Royal Academy was taken over by a dazzling company of princesses, actors and musicians, prancing horses, riders and grooms. With these prizes have come an array of goods, both sumptuous and mundane, to show us just how rich the soils of China are in the buried treasures of her imperial past."

The Chinese Exhibition begins with the paleolithic period (600,000 - 7,000 B.C.) and terminates in the 14th century A.D. at about the time Marco Polo traveled to China.

Chairman Mao Tse-tung has written: "Let the past serve the present." The exhibition performs this function well by giving us a glimpse of a rich cultural past while at the same time demonstrating the care being taken by the Chinese people today in unearthing it.

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The Chinese Exhibition

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EXHIBITION DESIGN AND DISPLAY

(Special acknowledgement is made to the Royal Ontario Museum in Toronto for use of part of the following description and for the idea to relate this important behind-the-scenes story.)

For centuries, the objects in the Chinese Exhibition were lost in the darkness of the earth. When they began emerging under the hands of archaeologists of the People's Republic of China 25 years ago, they caused a sensation in the academic world, because among the discoveries were treasures which were never seen before and which would take their place beside the best in the world.

It could be argued that such is the stature of these objects that were they to be displayed on upturned soap boxes they would not be diminished in any way. While that may be true, in one sense, the addition of the exhibition designers' talents does add immeasurably to the enjoyment of the exhibition, clothing it with an additional dimension which serves to heighten the pleasure and sharpen the focus for the viewer.

For those who saw the Chinese Exhibition in Paris and then in London, the display elements were in sharp contrast. The French, perhaps because of shortage of time, elected to display the objects in stark simplicity.

(more)

Contact: Rob Martin

753-3911

The Nelson Gallery-Atkins Museum, Telephone 816-561-4000
4525 Oak Street Kansas City, Missouri 64111

EXHIBITION DESIGN AND DISPLAY/ Page 2

The British, on the other hand, spent more than \$100,000 on display areas, cases and lighting. To view the jade burial suit, for example, a visitor "descended" into an area with all the brooding moodiness of a tomb. Overall, the Royal Academy was dark, with the objects themselves bathed in light.

At the Royal Ontario Museum, the jade suit was displayed under hard quartz lighting which according to museum descriptions, "sharpened objects and maintained natural colors."

In Washington, D.C., the National Gallery of Art utilized a 9 $\frac{1}{2}$ by 5 $\frac{1}{2}$ foot case lighted from above by recessed tungsten-filament bulbs which created an awesome but natural mood.

The Nelson Gallery display follows the pattern set by the National Gallery, and the jade suit display case is, in fact, the same case used in Washington.

The Nelson Gallery's Spanish-Italian Decorative Arts Room was transformed into a somber, yet dramatic setting for the burial shroud of Han Princess Tou Wan.

As to floor space, the challenge of effectively utilizing up to 20,000 square feet was approached with similar wisdom from world city to world city. The requirement for presenting the exhibition in historical sequence set patterns of design/display which achieved refinement from place to place.

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In Toronto, the Armour Court and Exhibition Hall of the Royal Ontario Museum totaled 16,000 square feet, some 2,000 square feet more than was available at the Royal Academy in London. At the National Gallery of Art, exhibition areas covered 16,000 square feet and at the Nelson Gallery-Atkins Museum the square footage approximates 18,000.

In October, 1969, a tomb dating from the Eastern Han Dynasty (AD 25 - 220) was opened by archaeologists. Inside, they discovered 39 magnificent horses, 17 armed warriors on horseback, and a number of horse-drawn vehicles, attendants, and charioteers -- all in bronze. Among them was the Flying (Galloping) Horse of Kansu which is recognized as a world art treasure. In Europe, the Flying (Galloping) Horse was displayed by itself. In Toronto, John Anthony, chief of display at the Royal Ontario Museum, designed a waist-high display case about 18 feet in length. In it, he arranged the horses along the top, with the Flying Horse on a slightly raised platform, at the head of the column. The effect was heightened by having the horses in the center of an area free of any other exhibit.

In Washington, the famous steed was set off by itself in a wonderfully-lighted cylindrical case.

At the Nelson Gallery-Atkins Museum, Marc F. Wilson, curator of Oriental Art, also elected to set the Flying Horse apart from the cortege of other horses, carriages, and attendants.

(more)

Though the famous horse has its own space, it "leads" the cortege in this manner. The viewer enters a doorway and before him is a narrow, vertical, smoky glass panel through which he sees the cortege in its display case. The cortege is directed toward the viewer's right. Turning right, the visitor next enters a circular room (18 feet in diameter). Encased in a tall vertical transparent chimney is the Flying Horse, perched on a plexi-glass stand. Behind the horse is another vertical glass panel similar to the one which "teased" the viewer upon his entering the doorway. Now, the visitor sees that the Flying (Galloping) Horse is "leading" the cortege in that the position of the famous steed is in a perfectly-straight line with the cortege and in the same direction.

From the circular room, the viewer is "spiraled" into the room with the cortege, and again the visitor looks back through the glass panel to see the Flying Horse at the head of the bronze procession. Normally, the space occupied by the bronze procession is the South Loan Gallery of the famous Kansas City museum.

At the Nelson Gallery, the 385 objects of the exhibition are shown in some 100 display cases of one-, two-, three-, or four-transparent sides, depending on the configuration. A number of four-sided, free-standing cases are used, so that the viewer visitor may look from every angle. Behind the transparent panels are blocks, stands, and backdrops covered in fabrics of varying colors and textures. Many objects are "lashed" down with thread to prevent them from moving. Thermo-hygrometers (measurements for temperature & humidity) are placed inside each case. Lighting is through filtered panels in the tops of the cases. (more)

Walls in the exhibition vary in color from white to blue to brown to red to gray. Carpeting is in two colors -- bright red and chocolate brown. Logistically-speaking, the mounting of the Chinese Exhibition in Kansas City required tens of thousands of man-hours of work, thousands of boardfeet of lumber, tons of wallboard material, hundreds of gallons of paint, and untallied amounts of nails, striping tape, fabrics, and other materials.

In all, the Nelson Gallery presentation is a carefully-planned labyrinth or maze, dimmly-lit in its ambient effect and brightly-lighted within the cases. The result is quietly, tastefully dramatic.

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"THE EXHIBITION OF ARCHAEOLOGICAL FINDS OF THE PEOPLE'S REPUBLIC
OF CHINA"

COMMENTS BY AUTHORITIES AND VISITORS

IN KANSAS CITY:

"In the forefront of the many important aspects of the exhibition is the fact that all the objects shown have been excavated under controlled conditions by highly-trained archaeologists. This circumstance adds immeasurably to our knowledge of Chinese material culture..... Inevitably, the concerned visitor will come to realize that in no other civilization of the world can be found a like vigor of creativity over so many centuries."

Laurence Sickman
Director
The Nelson Gallery-Atkins Museum

"Now a panorama of Chinese material culture has burst upon the American public in a spectacular array of objects, spanning a period from an incredible 600,000 years ago to the 14th Century, A.D. Without exaggeration, the Chinese Exhibition may be called the most complex and perhaps overwhelming exhibition of art and cultural artifacts of the century....What beckons us is an opportunity. No one will want to waste this opportunity, for the revelations to be found about ancient China will open undreamed-of horizons, while the beauty of so many of the exhibits is sure to leave the visitor profoundly moved."

Marc F. Wilson
Curator of Oriental Art
Nelson Gallery-Atkins Museum

IN TORONTO:

"Many people will be truly astonished by the exhibits. They have come to think of Chinese style in terms of what was introduced into 17th and 18th century Europe. But these objects are much older. They have a power and presence that reflects the skill of the Chinese people both of the past and of the present. We owe their discovery to modern China's archaeologists who have unearthed them and made them part of the living heritage not only of China, but of the world."

Professor Barbara Stephen
Far Eastern Department
Royal Ontario Museum
Toronto

COMMENTS BY AUTHORITIES AND VISITORS/ Page 2

IN WASHINGTON, D.C.

"The exhibition...the dazzling collection of art and treasures making the rounds of the world now -- has served the People's Republic and the West as well as a medium of re-acquaintance."

Robert Duffy
St. Louis (Mo.) Post-Dispatch

"In overwhelming majority, sensible persons will be drawn to the 'Exhibition of Archaeological Finds of the People's Republic of China' by the sheer magnificence of so many of the objects being exhibited. In this respect, however, other great Chinese exhibitions of the past have had their own high claims. Whereas no previous Chinese exhibition ever held, at any time or place, has remotely matched the present one for the rich historical interest."

Joseph Alsop
Washington POST Potomac Magazine

"Archaeological Finds of the People's Republic of China"... is a spectacular exhibition, spectacularly installed. Such superlatives seem unavoidable, for Washington has never seen older or more awesome objects more beautifully displayed.

"As one progresses through the show, one can almost feel the ages pass and the Chinese culture blossom, but certain works appear to leap out of the continuum. One of them is the astonishingly representational seated figure of a woman found in 1964 at Ling-t'ung in Shansi.

"The forgotten artisans who made these things, and the Chinese authorities who have sent them to this city, have done us a favor. The Chinese exhibition warrants many visits."

Paul Richard
Washington POST

(more)

COMMENTS BY AUTHORITIES AND VISITORS/ Page 3

"Exhibits of finds during the Cultural Revolution in China made the point to the local population that studying the nation's heritage provides a good lesson in 'oppression the Chinese people had undergone over countless generations.'

"For the Chinese of the Mao era, proud as they are of their ancient civilization, the old, silver, jade and countless other treasures worth many emperor's ransom represent the toil and wealth squeezed out of the common people."

Julian Shuman
Special to the Kansas City STAR

"This display is by far their most stupendous coup in the strange world of East-West cultural exchange... It is a coup based on something real, however, for as a feat of archaeological research, the show represents a stunning achievement both in the scope of the excavations and the historical range of the periods encompassed. This massive research effort has been truly spectacular, and it has netted a breathtaking quantity of objects of esthetic as well as historical interest."

Hilton Kramer
Special to the New York TIMES

IN PARIS:

"The loan of 400 invaluable art objects from Peking...is a cultural and historical event of the first importance... This is by far the most important gesture of cultural re-prochement between China and the West in the recent thaw -- and the most valuable to the public."

Douglas Davis
NEWSWEEK

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The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

February 21, 1975

ADVISORY TO: KANSAS CITY-AREA NEWS MEDIA

Preparations for "The Exhibition of Archaeological Finds of the People's Republic of China" are in full swing at the Nelson Gallery-Atkins Museum. The exhibition opens April 20.

Construction has begun in the gallery spaces where the exhibition will occupy nearly 20,000 square feet. Kirkwood Hall -- the principal public area -- is taking on the look of "will it ever be the same again?". The giant marble columns are being wrapped in protective padding to allow the erection of temporary walls and partitions.

For television and newspapers, this and other areas are becoming interesting subjects for news photography.

The Chinese Exhibition Office will provide you with a weekly memo outlining principal activities to be expected between now and the opening.

If you have special requirements, please let us know.

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Contact: Rob Martin

The Nelson Gallery-Atkins Museum, Telephone 816-561-4000
4525 Oak Street Kansas City, Missouri 64111

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

AN IMPORTANT MEMORANDUM

To: Merchants in the Greater Kansas City Area

"The Exhibition of Archaeological Finds of the People's Republic of China" is one of the largest, most valuable, and culturally significant art collections ever to visit the United States. For Kansas City, it is a milestone. Being selected as one of only a handful of world cities to host the exhibition is a remarkable tribute to our city.

Without turning the visit into a commercial carnival, there are legitimate opportunities for merchants to participate actively in this area-wide event. Store promotions of all kinds can be planned. Window displays with Chinese themes are appropriate. Newspaper ads and broadcast commercials -- especially those "to welcome" the exhibition -- can be tastefully presented.

We want to assist you in every way possible. Printed and photographic materials are available -- some at no charge, some at small cost. The enclosed pamphlet showing the head of the famous Flying Celestial Horse is the primary graphic symbol for the visit here.

The long and short forms of the exhibition name, shown at the top of this page are both acceptable. The calligraphy, in red ink, is the Chinese language version of the name and should be included in graphic layouts if at all possible. You may refer to "China," "The Chinese," "People's Republic of China," and "PRC", but popularized usages such as those we see in public print are inappropriate. If in doubt, please inquire.

Again, we want to help. Let us know how we can.

Sincerely,

Robert K. (Rob) Martin
Project Director

The Nelson Gallery-Atkins Museum, Telephone 816-561-4000
4525 Oak Street Kansas City, Missouri 64111

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

MEMORANDUM

March, 1975

To: THE AIRLINES

"The Exhibition of Archaeological Finds of the People's Republic of China" opens at the Nelson Gallery-Atkins Museum in Kansas City, Mo. on April 20.

It is one of the largest international art collections ever to visit the United States. Its Kansas City visit is the 2nd stop in the United States and only the sixth in the entire world since the collection arrived in Paris nearly two years ago.

Thousands of visitors -- most from the Midwest but many from other parts of the country and from abroad -- will be going to Kansas City to see it.

For your business, this is an opportunity for group tours as well as individual bookings. We're sure this chance has already occurred to you, but we wanted to let you know the availability of materials which might be helpful in your efforts. Presently available are large and small posters, colorful pamphlets, and red banners with Chinese calligraphy. Costs are minimal.

Please let us know quickly of any requirements for large quantities of the flyer (copy attached). Unfolded flyers are suitable for mounting for use as counter cards.

Thanks for your interest. We look forward to hearing from you.

Sincerely,


Robert K. (Rob) Martin
Project Director

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

March, 1975

Dear Mr. Publisher:

"The Exhibition of Archaeological Finds of the People's Republic of China" opens at the Nelson Gallery-Atkins Museum on April 20.

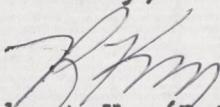
As with its showing in Washington, D.C., this promises to be an exciting and enlightening event for persons from throughout the United States and abroad.

For publishers of primary texts on Chinese art and material history, it is an event of special interest. Our own bookstore in the Nelson Gallery will be receiving hundreds, perhaps thousands, of orders for important Chinese publications. Persons not purchasing books at the time they visit the exhibition and persons not visiting the exhibition at all are likely to order Chinese books at stores in their local communities.

Between this April and June, retail and university bookstores with whom you deal ought to have ever-increasing demands for Chinese texts which you publish. This should be especially the case in the Midwest and certainly in the Kansas City area.

We trust you'll be keeping them well stocked.

Sincerely,


Robert K. (Rob) Martin
Project Director

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

March, 1975

Dear Kansas City Bookstore Manager:

As you know, "The Exhibition of Archaeological Finds of the People's Republic of China" opens at the Nelson Gallery-Atkins Museum on April 20. This promises to be a major event for Kansas City, for Missouri, and for the entire Midwest.

For bookstores, it is an event of special interest. Between now and June, we foresee an ever-increasing demand for textbooks and other publications related to Chinese art, history, and material culture. We believe this is an unequalled opportunity for retail and university bookstores to provide needed educational texts to those individuals who visit the exhibition as well as to those who don't have the opportunity. In either case, the amount of interest in printed materials related to China ought to be at a tremendous peak.

We are enclosing a bibliography of those Chinese texts which we at the Nelson Gallery are using for our own purposes. This list in no way constitutes an endorsement for these books alone. There are others you will wish to consider. Our purpose here is to suggest to you the heightened interest that may be anticipated in the area of Chinese art and history and to encourage you to look ahead to the demand which bookstores alone can supply.

Sincerely,

Robert K. (Rob) Martin
Project Director

P.S. Under separate cover, we are sending you posters of the Exhibition for display in your stores.

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

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中华人民共和国出土文物展览

A SPECIAL NOTE TO NEWS ORGANIZATIONS.....

Excuse our form letter, but the number of media requests for information relating to The Chinese Exhibition prompts this approach.

For Print Media:

Enclosed is a news release, several captioned black-and-white photographs, and a descriptive pamphlet about the exhibition. A more complete information kit containing background information is being compiled and will be available by April 20. Requests for color photography should indicate specific requirements and a statement of planned usage.

For Broadcast Media:

Enclosed is a news release and descriptive pamphlet about the exhibition. More complete information, in the form of backgrounders, is being compiled. Public Service Announcements (PSA's) are also being prepared. Color slides (35mm) are available in limited numbers on request.

For All Media:

If you want your name added to our distribution list for news advisories and information materials, let us know in writing. And if you have special needs, please put those in writing.

Information concerning actual news coverage of the exhibition will be released in the near future.

##

Contact: Rob Martin

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

ADVISORY TO THE NEWS MEDIA.....3/7/75

1. PUBLIC HOURS. Please help us squelch a rumor relating to public admittance to the Chinese Exhibition. Apparently because so much initial attention has been given to the advance group bookings, some persons have questioned whether the individual visitor will be able to see the exhibition. As the attached news release indicates, public hours for the Chinese Exhibition have been expanded to accommodate anticipated large crowds. Also, normal gallery fees remain in effect. While publication or broadcasting of the hours may seem premature, you can help clarify a misunderstood situation at this time.

2. PREPARATIONS. Work on special construction in gallery spaces to accommodate the Chinese Exhibition continues at rapid pace. By the early part of the week of 3/10, a massive wood-and-plaster board exhibition entranceway, measuring 33 feet high by 16 feet wide, will be raised into place into Kirkwood Hall. As this raising will be an interesting event -- especially for news photo coverage -- newspapers city desks and television assignments desks will be notified by phone the anticipated date and time.

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Contact: Rob Martin

The Nelson Gallery-Atkins Museum, Telephone 816-561-4000

4525 Oak Street Kansas City, Missouri 64111

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

March 10, 1975

SPECIAL MEMORANDUM TO KANSAS CITY HOTEL MANAGERS.....

A growing number of organizations are requesting advance bookings for viewing of "The Exhibition of Archaeological Finds of the People's Republic of China", scheduled to open at the Nelson Gallery-Atkins Museum on April 20.

Many of these groups will be staying at your hotels.

To better prepare themselves for viewing the exhibition, some groups have asked for a lecture at the hotels. Due to the limited number of available lecturers, scheduling of this kind is extremely difficult. For lecture purposes -- combining groups which are staying at the same hotel during the same period -- would be desirable. In other cases, scheduling a lecture at one hotel and inviting groups which are staying elsewhere would reduce the number of lectures and more fully utilize space and time requirements.

You can help by (1) encouraging a schedule which combines groups either in the hotel or from without to hear a lecture, and (2) providing additional space, when required, to accommodate larger groups.

Any ideas you have in this regard will be received with appreciation.

Sincerely,

Robert K. (Rob) Martin
Project Director

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

MEMORANDUM

March 11, 1975

To: KANSAS CITY-AREA TRAVEL AGENTS

As most of you are aware, one of the largest international art collections ever to visit the United States is scheduled to open at the Nelson Gallery-Atkins Museum on April 20. Thousands of out-of-town visitors -- most from the Midwest but many from other parts of the country and from abroad -- will be coming to town.

For your business, this is an opportunity for group tours as well as individual bookings. We're sure this chance has already occurred to you, but we wanted to let you know the availability of materials which might be helpful in your efforts. Presently available are large and small posters, colorful pamphlets, and red banners with Chinese calligraphy. Costs are minimal.

Please let us know quickly of any requirements for large quantities of the flyer (copy attached). Unfolded flyers are suitable for mounting for use as counter cards.

Thanks for your interest. We look forward to hearing from you.

Sincerely,

Robert K. (Rob) Martin
Project Director

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

ADVISORY TO THE NEWS MEDIA.....3/20/75

FOUR WEEKS AND COUNTING.

Preparations in all areas for The Chinese Exhibition -- scheduled to open Sunday, April 20 -- quickened this week, and less-hearty souls visiting the Nelson Gallery-Atkins Museum sighed with wondering curiosity. Still, the work goes on for mounting the largest, most complex art exhibition ever to visit Kansas City and Mid-America.

Walls encompassing the nearly 20,000 square feet of floor space set aside for the exhibition are completed, and the work to paint them (whites, blues, browns, and reds) moved ahead.

Installation of the more than 100 cases which will display the 385 objects also pushed forward. Laying of nearly 1,000 square yards of red*carpeting in the labyrinth was about to begin.

Word from the Chinese Exhibition office noted that more than 800 groups, with 40,000 persons, have been booked on an advance basis. These include both Kansas City-area, out-of-state, and out-of-country bookings. The office emphasized that advance booking "gets you in the gallery doors, but not actually into the exhibition." Queueing up for the exhibition will be on a first-come-first-in basis, regardless of whether persons arrive individually or as a group.

It was also re-emphasized that all persons are welcome, individually or as groups, and advance bookings (groups of 25 to 100 persons) are intended "only to expedite entry at the front door and to generally survey anticipated numbers of people."

How's the interest so far? "The phones are ringing off the hooks," and advance group bookings are about to be closed.

What's the anticipated attendance in the seven weeks of the exhibition? It's anybody's guess, but more than 200,000 visitors (in-town and out) is not out of the question.

Robert K. (Rob) Martin

Project Director

The Nelson Gallery-Atkins Museum, Telephone 816-561-4000

4525 Oak Street Kansas City, Missouri 64111

* also brown carpeting

Marc Wilson

PROPOSED PUBLIC SERVICE ANNOUNCEMENTS
TO BEGIN RUNNING THE WEEK OF MARCH 31

The Flying Horse is almost here. You've heard about the Chinese Exhibition. Now, it's coming to Kansas City's Nelson Gallery-Atkins Museum. Get ready. The Flying Horse is almost here.

The Flying Celestial Horse of Kansu is coming to Kansas City. You've heard about it. Now, get ready. The famed Chinese Exhibition opens at the Nelson Gallery-Atkins Museum April 20th.

A two-thousand year old flying horse is coming to Kansas City. So are his collection of friends, some as old as half a million years. Get ready. The Chinese Exhibition is almost here.

Two thousand years ago, Chinese craftsmen produced a bronze figure of a horse in flight. Now, the famous Flying Horse of Kansu is coming to Kansas City's Nelson Gallery-Atkins Museum.

From China's Kansu Province to Kansas City, Missouri comes the famous Flying Horse. See it at the Nelson Gallery-Atkins Museum beginning April 20th. Don't miss The Chinese Exhibition.

PROPOSED PUBLIC SERVICE ANNOUNCEMENTS
TO BEGIN RUNNING THE WEEK OF MARCH 31

10

10-SECONDS

From Kansu to Kansas....from China to America gallops
what has become one of the most famous art objects in the world --
---The Flying Horse of Kansu. At the Nelson Gallery-Atkins
Museum, starting April 20th.

PROPOSED PUBLIC SERVICE ANNOUNCEMENTS
TO BEGIN RUNNING THE WEEK OF MARCH 31

30-SECOND SPOTS

The Flying Horse is almost here. You've heard about the Chinese Exhibition. Now, It's coming to Kansas City's Nelson Gallery-Atkins Museum. Opening date is April 20th. Among the 385 art objects will be the famous bronze Flying Horse of Kansu found after two-thousand years. Other objects are the jade-and-gold burial shroud, magnificent porcelain vases, and early bronze wine vessels. Kansas City is among only a handful of world cities to host The Chinese Exhibition. So get ready. The Flying Horse is almost here.

Two-thousand years ago, Chinese craftsmen produced what has become in our time one of the most famous art objects in the world ---the Flying Horse of Kansu. Beginning April 20th, the Flying Horse will be at Kansas City's Nelson Gallery-Atkins Museum, along with 384 other magnificent objects composing the famed Chinese Exhibition. This is an opportunity to see how China developed and to understand, through art, the history of the Chinese People. It's an event of a lifetime.

30-SECOND SPOTS (CON'T)

In ancient China, people believed that celestial horses could fly the dead into the afterworld. The most famous artistic embodiment of that belief is the Flying Horse of Kansu, molded in bronze two-thousand years ago. Today, the Flying Horse is part of the famed Chinese Exhibition coming to Kansas City's Nelson Gallery-Atkins Museum. The horse seems to fly so high and fast that his hoof touches a bird in flight. See this wonderful bronze figure, and hundreds of other works of Chinese art, beginning April 20th at the Nelson Gallery-Atkins Museum.

PROPOSED PUBLIC SERVICE ANNOUNCEMENTS - THE CHINESE EXHIBITION
TO BEGIN RUNNING THE WEEK OF MARCH 31

60-SECOND SPOTS

The Flying Horse is almost here. After visiting European capital cities, Canada, and our own nation's capital, The Chinese Exhibition is coming to Kansas City. The famous Flying Horse of Kansu, the jade-and-gold burial shroud of a Chinese princess, magnificent porcelains, and restoration of a man 600-thousand years old are among the hundreds of objects to be exhibited at the Nelson Gallery-Atkins Museum beginning April 20th. This is one of the largest and one of the most valuable international art exhibitions ever seen in the United States. Of all the world cities, Kansas City is only the sixth stop on the international tour. For most people, this is a once-in-a-lifetime opportunity to see this collection. For Kansas City, it is a unique tribute and distinct honor. See The Exhibition of Archaeological Finds of the People's Republic of China, beginning April 20th, at the Nelson Gallery-Atkins Museum, 45th at Oak, in Kansas City, Missouri.

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

PUBLIC SERVICE ANNOUNCEMENT (PARKING)

Visitors driving to the Nelson Gallery-Atkins Museum for the Chinese Exhibition are asked to park at the old Sears lot at 47th and Jefferson in the Plaza and use the shuttle bus service to the gallery's front doors.

Parking at the Sears lot is free of charge and regular transit authority bus fares are in effect.

Shuttle buses run every 20 minutes and operate one hour before the gallery opens until one hour after closing.

Streets in the area of the gallery have been reposted, and visitors should pay attention to parking signs. No parking is permitted in the loop or on 45th Street in front of the gallery.

The Chinese Exhibition continues at the Nelson Gallery through June 8.

#####

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

FOR IMMEDIATE RELEASE

Parking to be Major Challenge

'FRIENDS OF ART' RECEPTION TO ATTRACT

THOUSANDS OF KC PATRONS TO EXHIBITION

Several thousand Kansas City art patrons are expected at the "Friends of Art" reception honoring the "Exhibition of Archaeological Finds of the People's Republic of China" at the Nelson Gallery-Atkins Museum. The reception is scheduled from 7 p.m. to 11 p.m., Sunday, April 20.

It may be the largest reception in the 42-year history of the Nelson Gallery.

According to Mrs. Glenna Youngstrom, executive secretary of Friends of Art, "It's important that new members and long-standing ones alike understand the challenges involved in attending this large reception." Mrs. Youngstrom emphasized that a Friends of Art membership entitles an individual or family "to visit the gallery free-of-charge at any time during regular hours.

"We want to encourage members to visit the Chinese Exhibition during times when the number of expected visitors is at a lower level than the thousands anticipated next Sunday evening."

(more)

The Nelson Gallery-Atkins Museum, Telephone 816-561-4000

4525 Oak Street Kansas City, Missouri 64111 Contact: Rob Martin 753-3911

FRIENDS OF ART/ Page 2

The Chinese Exhibition Office at the gallery is encouraging persons attending the reception to use shuttle buses which will be operating from four remote parking facilities. These are at the old Sears lot at the Plaza (47th and Jefferson), the Midwest Research Institute lot, the University of Missouri, Kansas City (UMKC) campus multi-level garage, and the Lynn Insurance Group parking lot. These last three are all located on Oak Street between Volker and 51st. Parking is free, and normal ATA fares will apply on the shuttle buses.

The shuttle service will operate until midnight Sunday.

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FOR REVIEW

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

FOR IMMEDIATE RELEASE

'CHECKING' TO BE REQUIRED

DURING CHINESE EXHIBITION

Nelson Gallery rules relating to the checking of various items - including briefcases, suitcases, umbrellas, parcels, shopping bags, and other hand-carried materials - will be expanded during the seven weeks of the Chinese Exhibition.

Only the following items may be carried into the exhibition: women's purses 12-by-16-by-5-inches or smaller; catalogues and printed guides purchased at the entrance of the exhibit; and tape-recording devices which are rented at the entrance. The tape-recorders are self-contained devices which the visitors may wear over the shoulder; they provide an "audio tour" of the exhibition.

Overcoats, raincoats, and other outer apparel must be worn or checked. Coats may not be carried over the arm.

The gallery is requesting that visitors carry as few objects with them as possible. Guards may request that hand-carried items be checked at an appropriate stand in the gallery.

#/#/#

Contact: Rob Martin 753-3911 (Direct Line)
The Nelson Gallery-Atkins Museum, Telephone 816-561-4000
4525 Oak Street Kansas City, Missouri 64111

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

FOR IMMEDIATE RELEASE

Free Parking Lots Promoted

NELSON GALLERY'S PARKING SQUEEZE

EASED BY ATA SHUTTLE BUS SERVICE

Shuttle bus service from remote facilities will help ease parking limitations during the Chinese Exhibition's visit to Kansas City. The exhibition opens to the public at 2 p.m., Sunday, April 20 and continues for seven weeks at the Nelson Gallery-Atkins Museum.

In addition to its regular service in the vicinity of the Nelson Gallery, the Kansas City Area Transit Authority (ATA) will provide two schedules of shuttle service beginning one hour before the gallery opens until one hour after it closes. The announced schedule is attached.

Signs will be posted at the entrances to all of the parking facilities during hours when they may be used. Parking at all of the areas is free. Normal ATA bus fares will be in effect.

(more)

SHUTTLE BUS SERVICE/ Page 2

Because of the thousands of persons expected to visit the exhibition daily, the gallery is encouraging use of the remote parking areas and shuttle services. Use of other public conveyances and car-pooling are encouraged.

#

SHUTTLE 1 - North Doors to Sears Lot

This shuttle will run six days a week at 20-minute intervals from the North Doors of the gallery to the Sears Lot at 47th and Jefferson. The bus will turn onto Jefferson, make a stop underneath the pedestrian bridge, proceed to 48th, turn right and travel to Roanoke Parkway (with a short layover ther), then back to 47th, and eastward (with additional stops along 47th in the Plaza).

The shuttle will operate as follows:

Tuesdays and Fridays:	9 a.m. - 10 p.m.
Wednesdays, Thursdays, and Saturdays:	9 a.m. - 6 p.m.
Sundays:	1.p.m. - 7 p.m.

SHUTTLE 2 - North Doors to Oak-Volker-51st

This shuttle will run on Saturdays and Sundays only, at 20-minute intervals from the North Doors of the gallery to three lots -- Midwest Research Institute, UMKC multi-level garage, and Lynn Insurance Group -- all between Volker and 51st Street on Oak. These lots will be posted, and shuttle stops will be designated. The schedule of service is as followsL:

Saturdays:	9 a.m. - 6 p.m.
Sundays:	1 p.m. - 7 p.m.

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

FOR IMMEDIATE RELEASE

Loop Parking to be Restricted

'RE-POSTING' OF STREETS AT NELSON GALLERY

REQUIRED DURING WEEKS OF CHINA EXHIBITION

Streets near the Nelson Gallery-Atkins Museum will be posted with new restrictions during the seven weeks of the Chinese Exhibition.

The "Loop" turn-around in front of the main entrance (North Doors) of the gallery will be off-limits to all but school and charter buses. Private vehicles may unload passengers at the North doors but will not be permitted to park or stand in the loop turn-around.

Parking on 45th Street between Oak and Rockhill also will be limited to buses only as will the east side of Oak from 47th Street north to Warwick. Restrictions on Rockhill Rd. from Brush Creek northward will be lifted except during rush hours (east side restricted 7-9 a.m., west side restricted 4 - 6 p.m.). Other streets in the vicinity of the gallery are also being re-posted, with many limitations being reduced.

(more)

Contact: Rob Martin 753-3911

The Nelson Gallery-Atkins Museum, Telephone 816-561-4000
4525 Oak Street Kansas City, Missouri 64111

RE-POSTING/ Page 2

All of the re-posting is expected to be completed by Friday, April 18. Oak Street already has been made one-way northbound between 45th and 43rd streets.

Gallery patrons accustomed to parking in these areas are being reminded to read the new signs carefully. Because of the increased volume of traffic expected in the vicinity, traffic officials will be required to enforce restrictions. The new restrictions also are necessary for the movement of emergency vehicles should they be required.

#:#:#:#

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

FOR IMMEDIATE RELEASE

Distractions to be Avoided

NO PHOTOGRAPHY TO BE ALLOWED
IN CHINESE EXHIBITION SPACES

To reduce distractions in the Chinese Exhibition, photography by visitors will not be allowed, the Nelson Gallery-Atkins Museum has announced.

According to Laurence Sickman, gallery director, "we want to maximize the enjoyment of the exhibition by each and every visitor, and this can only be guaranteed by precluding all photography."

While cameras need not be checked before entering the exhibition spaces, Sickman said that guards will enforce the "No Photography" rule.

"We are asking the public's cooperation in this matter," he emphasized. "No exceptions will be made."

The gallery director said that catalogues, posters, postcards, color slide packs, and other mementos of the exhibition will be available in a sales counter especially set up for the exhibition.

Contact: Rob Martin 753-3911 #####
The Nelson Gallery-Atkins Museum, Telephone 816-561-4000
4525 Oak Street Kansas City, Missouri 64111

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

PUBLIC HOURS FOR CHINESE EXHIBITION SET;

REGULAR ADMITTANCE FEES TO BE MAINTAINED

KANSAS CITY, Mo. -- Public viewing hours for the famed "Archaeological Finds of the People's Republic of China", scheduled to open here April 20, have been announced by the Nelson Gallery-Atkins Museum.

According to the gallery-museum director, Laurence Sickman, normal gallery hours will be extended on Tuesdays and Fridays, but otherwise normal times will be maintained. The public hours are as follows:

Mondays - Closed to the public
(except Memorial Day, May 26, 10 a.m. - 5 p.m.)

Tuesdays and Fridays - 10 a.m. - 9 p.m.

Wednesdays, Thursdays, & Saturdays - 10 a.m. - 5 p.m.

Sundays - 2 p.m. - 6 p.m.

Normal gallery admittance fees will prevail, Sickman said. Those fees are 50¢ for adults and 25¢ for children under 12.

Contact: Rob Martin

EXHIBITION HOURS/ Page 2

Sickman indicated there has been some misunderstanding relating to public access to The Chinese Exhibition.

"While we've been booking groups of 25 or more on an advance basis," he said, "these bookings in no way affect individuals -- no matter where they're from -- visiting the gallery during public hours."

"We want as many persons as possible to see this wonderful exhibit."

He noted that waiting lines for the exhibition may be long on weekends and encouraged persons who have time to visit the exhibition during the week.

The director also announced that the remainder of the Nelson Gallery-Atkins Museum will be open for viewing during public hours.

"The Exhibition of Archaeological Finds of the People's Republic of China" is a collection of 385 objects - in sequential historical order - excavated in China during the past 25 years. The exhibition has been on international tour since the spring of 1973. It presently is at the National Gallery of Art in Washington, D.C.

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The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

ADVISORY TO THE NEWS MEDIA.....3/31/75

LAST CHANCE.

Print and broadcast media personnel wishing to see the exhibition spaces -- prior to the installation of the 385 artifacts -- must call the Chinese Exhibition office this week. Once work on the installation begins, there will be no opportunity for coverage in the spaces until the exhibition opens.

At this time, final detailing of walls, floors and display cases is underway.

Selected areas for news photography are possible this week. Please call me (Rob Martin, Project Director) at 816-753-3911. This is a "hot-line" to my desk.

Details about coverage of the exhibition -- after work is completed on installing the objects -- are forthcoming.